



**2011
SureWest Telephone**

**WOMEN/MINORITY/DISABLED VETERAN
BUSINESS ENTERPRISE REPORT &
2012 PLAN**

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SureWest Telephone (SWT) hereby submits its 2011 WMDVBE Annual Report and 2012 Annual Plan in compliance with Sections 9 and 10 of General Order 156 (GO 156) of the California Public Utilities Commission (Commission) and subsequent Decisions (D.)

The WMDVBE Administrator assists many who participate in any procurement activities providing WMDVBE suppliers with equitable opportunities to compete with NON-WMDVBE suppliers for procurement and subcontracting opportunities with SureWest.

Although SureWest is committed to our WMDVBE Program, we do not utilize preferences or set asides to reach our goals.

Our WMDVBE program is part of the Purchasing Department's weekly meetings. We also participated in numerous DVBE meetings/conference calls with other regulated utility representatives.

Our purchasing staff continues to meet with WMDVBE company representatives to discuss possible purchasing opportunities.

The above activities provide opportunities for WMDVBEs to promote their products and/or services while allowing SureWest to encourage program participation.

This filing in compliance with the requirements of CPUC, General Order 156 includes an Annual Plan of the WMDVBE - Supplier Diversity Program of SureWest and certain of its Commission regulated affiliates.

SureWest policy is to promote, increase and improve the quality of the overall participation of minority, women and disabled Veteran owned business enterprises(WMDVBE) in our purchases of materials and services.

Part of our WMDVBE program is to encourage our other affiliates whose activities are not covered by this filing, but are committed to the program.

SureWest's regulated procurement with Clearinghouse-verified diverse suppliers totaled \$2,387,225 or 9.86%. Not included in the previously mentioned spend is an additional \$1,867,892 in procurement with Clearinghouse-verified diverse suppliers by our non-regulated affiliates, plus \$420,865 spent with suppliers that have Small Business Certifications.

WMDVBE ANNUAL RESULTS BY ETHNICITY

		2011		2011	
		Direct \$	Sub \$	Total \$	%
Minority Men	Asian-Pacific	283,682		283,682	1.17%
	Black			0	0.00%
	Hispanic	550,233		550,233	2.27%
	Native-American			0	0.00%
	Other			0	0.00%
	Total Minority Men	833,915	0	833,915	3.44%
Minority Women	Asian-Pacific	10,113	0	10,113	0.04%
	Black		0	0	0.00%
	Hispanic			0	0.00%
	Native-American		0	0	0.00%
	Other		0	0	0.00%
	Total Minority Women	10,113	0	10,113	0.04%
Total Minority Business Enterprise (MBE)		844,028	0	844,028	3.48%
Women Business Enterprise (WBE)		1,543,197	0	1,543,197	6.37%
Subtotal Women, Minority Business Enterprise (MWBE)		2,387,225	0	2,387,225	9.86%
Service Disabled Veteran Business Enterprise (DVBE)		0	0	0	0.00%
TOTAL WMDVBE		2,387,225	0	2,387,225	9.86%

SWT Gross Procurement		27,644,917
Affiliate Procurement		(3,428,300)
SWT Net Procurement		24,216,617

NOT INCLUDED IN THE ABOVE IS \$385,304 TOTAL
SWT SPEND WITH SBA SUPPLIERS.

THE FOLLOWING IS BASED ON \$125,049,852 OF AFFILIATE SPEND.
THESE PURCHASES WERE MADE BY OUR NON-REGULATED
AFFILIATES WHICH ARE NOT PART OF THIS FILING, BUT SUPPORT OUR
PROGRAM EFFORTS.

MINORITY WOMEN	146,246
FEMALE CAUCASIAN	1,155,735
MINORITY MEN	565,911
TOTAL	1,867,892

NON-AFFILIATE SBA SPEND 420,865

			Products		Services		TOTAL	
			\$	%	\$	%	\$	%
Minority Men	Asian-Pacific	Direct	281,344	12.70%	2,338	1.36%	283,682	1.17%
	Black	Direct		0.00%		0.00%	0	0.00%
	Hispanic	Direct	550,233	24.83%		0.00%	550,233	2.27%
	Native-American	Direct		0.00%		0.00%	0	0.00%
	Other	Direct		0.00%		0.00%	0	0.00%
	Total Minority Men	Direct	831,577	37.53%	2,338	1.36%	833,915	3.44%
Minority Women	Asian-Pacific	Direct		0.00%	10,113	5.89%	10,113	0.04%
	Black	Direct		0.00%		0.00%	0	0.00%
	Hispanic	Direct		0.00%		0.00%	0	0.00%
	Native-American	Direct		0.00%		0.00%	0	0.00%
	Other	Direct		0.00%		0.00%	0	0.00%
	Total Minority Women	Direct	0	0.00%	10,113	5.89%	10,113	0.04%
Total Minority Business Enterprise (MBE)			Direct					
			831,577	37.53%	12,451	7.25%	844,028	3.49%

Women Business Enterprise (WBE)	Direct	1,384,012	62.47%	159,185	92.75%	1,543,197	6.37%
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Total Women, Minority Business Enterprise (MWBE)	Direct	2,215,589	100.00%	171,636	100.00%	2,387,225	9.86%
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Service Disabled Veteran Business Enterprise (DVBE)	Direct	0	0.00%	0	0.00%	0	0.00%
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TOTAL WMDVBE	Direct	2,215,589	100.00%	171,636	100.00%	2,387,225	9.86%
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Gross Procurement	27,644,917
Affiliate Procurement	(3,428,300)
Net Procurement	24,216,617

Total Product Procurement	2,215,589
Total Service Procurement	171,636
Net Procurement	2,387,225

Percentages for "Products" expenditures are WMDVBE expenditures compared to "Total Product Procurement" expenditures.

Percentages for "Services" expenditures are WMDVBE expenditures compared to "Total Service Procurement" expenditures.

Percentages for "TOTAL" expenditures are WMDVBE expenditures compared to "Net Procurement" expenditures.

			Products		Services		TOTAL	
			\$	%	\$	%	\$	%
Minority Men	Asian-Pacific	sub		0.00%		0.00%	0	0.00%
	Black	sub		0.00%	0	0.00%	0	0.00%
	Hispanic	sub		0.00%	0	0.00%	0	0.00%
	Native-American	sub		0.00%		0.00%	0	0.00%
	Other	sub		0.00%		0.00%	0	0.00%
	Total Minority Men	sub	0	0.00%	0	0.00%	0	0.00%
Minority Women	Asian-Pacific	sub	0	0.00%		0.00%	0	0.00%
	Black	sub	0	0.00%		0.00%	0	0.00%
	Hispanic	sub		0.00%		0.00%	0	0.00%
	Native-American	sub	0	0.00%		0.00%	0	0.00%
	Other	sub		0.00%	0	0.00%	0	0.00%
	Total Minority Women	sub	0	0.00%	0	0.00%	0	0.00%
Total Minority Business Enterprise (MBE)			0	0.00%	0	0.00%	0	0.00%
Women Business Enterprise (WBE)				0.00%		0.00%	0	0.00%
Total Women, Minority Business Enterprise (MWBE)			0	0.00%	0	0.00%	0	0.00%
Service Disabled Veteran Business Enterprise (DVBE)				0.00%	0	0.00%	0	0.00%
TOTAL WMDVBE			0	0.00%	0	0.00%	0	0.00%
Gross Procurement			27,644,917					
Affiliate Procurement			-3,428,300					
Net Procurement			24,216,617					
Total Product Procurement			15,629,904					
Total Service Procurement			8,586,713					
Net Procurement			24,216,617					

Percentages for "Products" expenditures are WMDVBE expenditures compared to "Total Product Procurement" expenditures.

Percentages for "Services" expenditures are WMDVBE expenditures compared to "Total Service Procurement" expenditures.

Percentages for "TOTAL" expenditures are WMDVBE expenditures compared to "Net Procurement" expenditures.

SIC CATEGORIES														Minority	Women	Subtotal Women, Minority Business Enterprise (WMBE)	Service Disabled Veterans Business Enterprise (DVBE)		
		Asian		Black		Hispanic		Native-Amer.		Other		Total	Total	Business	Business				
		Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Minority Men	Minority Women	Enterprise (MBE)	Enterprise (WBE)	Enterprise (WMBE)	Enterprise (DVBE)	Total WMDVBE	Total Company
15	Building Construction General Contractors & Operative Builders	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	287,527
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
16	Heavy Construction	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	182,326
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
17	Construction Special Trade Contractors	\$	281,344	0	0	0	0	0	0	0	0	281,344	0	281,344	0	281,344	0	281,344	455,708
		%	61.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	61.74	0.00	61.74	0.00	61.74	0.00	61.74	
20	Food and Kindred Products	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
21	Tobacco Products	\$	0	0	0	0	0	0	0	0	-	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
22	Textile Mill Products	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
23	Apparel & Other Finished Products from Fabrics	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
24	Lumber & Wood Products, Except Furniture	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
25	Furniture & Fixtures	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,205	
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
26	Paper & Allied Products	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	15,820	
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
27	Printing, Publishing, & Allied Products	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	325,916	
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
28	Chemicals & Allied Products	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,102	
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
29	Petroleum Refining & Related Industries	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
30	Rubber & Misc Plastics Products	\$	\$0	0	0	231,765	0	0	0	0	231,765	0	231,765	0	231,765	0	231,765	300,953	
		%	0.00	0.00	0.00	77.01	0.00	0.00	0.00	0.00	77.01	0.00	77.01	0.00	77.01	0.00	77.01	77.01	
31	Leather & Leather Products	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
32	Stone, Clay, Glass & Concrete Products	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
33	Primary Metal Industries	\$	0	0	0	0	0	0	0	0	0	0	0	0	89,642	89,642	0	89,642	115,214
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	77.80	77.80	0.00	77.80	
34	Fabricated Metal Products, Except Machinery & Transportation	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	36,546
35	Industrial & Commercial Machinery & Computer Equipment	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	255,052

36	Electronic & Other Electrical Equipment & Components, Except Computers	\$	0	0	0	0	318,468	0	0	0	0	0	318,468	0	318,468	647,929	966,397	0	966,397	5,728,345
		%	0.00	0.00	0.00	0.00	5.56	0.00	0.00	0.00	0.00	0.00	5.56	0.00	5.56	11.31	16.87	0.00	16.87	
37	Transportation Equipment	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
38	Measuring, Analyzing & Controlling Instruments, Photographic, Medical, Optical	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	0
39	Misc. Manufacturing Industries	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5,138
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
40	Railroad Transportation	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
41	Local, Suburban Transit	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
42	Motor Freight Transportation & Warehousing	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	32,069
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
43	US POSTAL SERVICE	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	384,872
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
44	Water Transportation	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
45	Transportation by Air	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
46	Pipelines, Except Natural Gas	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
47	Transportation Services	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12,911
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
48	Communications	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	946,326
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
49	Electric, Gas, & Sanitary Services	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,683,367
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
50	Wholesale Trade-durable Goods	\$	2,338	0		0	0	0	0	0	0	0	2,338	0	2,338	699,133	701,471	0	701,471	953,471
		%	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.25	73.33	73.57	0.00	73.57	
51	Wholesale Trade-non-durable goods	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	1,170	1,170	0	1,170	396,152
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.30	0.00	0.30	
52	Bldg Materials, Hardware, Garden Supply, Mobile Home Dealers	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	48,425
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
53	General Merchandise Stores	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
54	Food Stores	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8,286
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
55	Automotive Dealers & Gasoline Service Stations	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	219,195
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
56	Apparel & Accessory Stores	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
57	Home Furniture, Furnishings & Equipment Stores	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	23,351
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
58	Eating & Drinking Places	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,304
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
59	Miscellaneous Retail	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	26,602
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
60	Depository Institutions	\$	0	0	0		0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	

61	Non-depository Credit Unions	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
62	Security & Commodity Brokers, Dealers, Exchanges & Services	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	876
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
63	Insurance Carriers	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
64	Insurance Agents, Brokers, & Services	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	810,491
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
65	Real Estate	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	34,881
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
67	Holding & Other Investment Offices	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	440
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
70	Hotels, Rooming Houses, Camps, & Other Lodging Places	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22,350
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
72	Personal Services	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
73	Business Services	\$	10,113	0	0	0	0	0	0	0	0	0	0	10,113	10,113	105,323	115,436	0	115,436	5,390,022
		%	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.19	1.95	2.14	0.00	2.14	
75	Automotive Repair, Services & Parking	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	860,927
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
76	Miscellaneous Repair Services	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	46,969
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
78	Motion Pictures	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	450
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
79	Amusement & Recreation Svc	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9,775
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
80	Health Services	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,825
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
81	Legal Services	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
82	Educational Services	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	51,088
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
83	Social Services	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
84	Museums, Art Galleries, Botanical/Zoo Gardens	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
86	Membership Organizations	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	21,089
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
87	Engineering, Accounting, Research, Mgmt & Related Services	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	331,487
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
88	Private Households	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
89	Miscellaneous Services	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	101,658
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	

91	Executive, Legislative, Government, Except Finance	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	342,420
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
92	Justice, Public Order, & Safety	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,155
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
93	Public Finance, Taxation, & Monetary Policy	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,373,350
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
94	Administration of HR Programs	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
95	Administration of Environmental Quality & Housing Programs	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9,835
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
96	Administration of Economic Programs	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,754
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
97	National Security & International Affairs	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
99	Nonclassifiable Establishments	\$	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,351,592
		%	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Total	\$	283682.00	10,113	0	0	550,233	0	0	0	0	833,915	10,113	844,028	1,543,197	2,387,225	0	2,387,225	24,216,617
		%	1.17	0.04	0.00	0.00	2.27	0.00	0.00	0.00	0.00	3.44	0.04	3.49	6.37	9.86	0.00	9.86	

Gross Product Procurement			24,216,617
Net Product Procurement			
Total Product Procurement			24,216,617

Percentages are WMDVBE expenditures compared to total expenditures for each product category.

WMDVBE PROGRAM EXPENSES

	Expense Category	2011 (Actual)
	Wages	2,962
	Other Employee Expenses	
	Program Expenses	1,636
	Reporting Expenses	
	Training	
	Legal	4,267
	Other	10
	TOTAL	8,875

A description of progress in meeting or exceeding set goals and an explanation of any circumstances that may have caused the utility to fall short of its goals.

Category	Current Year Results	Current Year Goals
Minority Men	3.44%	7.50%
Minority Women	0.04%	7.50%
Minority Business Enterprise(MBE)	3.48%	15.00%
Women Business Enterprise (WBE)	6.37%	5.00%
Service Disabled Veteran Business Enterprise (DVBE)	0.00%	1.50%
Total WMDVBE	9.86%	21.50%

Other Multi Status

Grand Total	9.86%
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NOT INCLUDED IN THE ABOVE IS **\$385,304 RESULTING IN 1.59% SPEND** WITH SBA SUPPLIERS

THE FOLLOWING INFORMATION IS NOT INCLUDED IN THE TOTALS AS THESE PURCHASES WERE MADE BY ONE OF OUR NON-REGULATED AFFILIATES WHICH IS NOT PART OF THIS FILING, BUT SUPPORTS OUR PROGRAM.

MINORITY WOMEN	146,246
FEMALE CAUCASIAN	1,155,735
MINORITY MEN	565,911
TOTAL	1,867,892

NON-AFFILIATE SBA SPEND	420,865
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SureWest continues to utilize the WMBE Clearinghouse and the Department of General Services (DGS) Business Certification as primary resources to identify and recruit certified suppliers.

We are seeing fewer qualified vendors in our service area to select from. Many of the suppliers certified through the DGS are a duplication of the WMBE Clearinghouse database.

This year we have again found that the number of verified subcontractors has declined. The results of this continue to be evident in this year's results.

SureWest recognizes that the limited availability of MBEs in our geographical area continues to have an effect on meeting/exceeding our goals.

As we continue identifying WMDVBES it is still evident that the women businesses far exceed the minority and SDV businesses. SureWest remains confident that through our outreach program and the Clearinghouse we will be able to identify and increase our minority and service disabled veteran percentages.

SureWest has included in its percentages only vendors that are listed in the database as "VERIFIED".

A summary of prime contractor utilization of WMDVBE subcontractors.

	Minority Men	Minority Women	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Women, Minority Business Enterprise (WMBE)	Service Disabled Veterans Business Enterprise (DVBE)	TOTAL WMDVBE
Direct \$	833,915	10,113	844,028	1,543,197	2,387,225		2,387,225
Subcontracting \$					0		0
Total \$	833,915	10,113	844,028	1,543,197	2,387,225	0	2,387,225

Direct %	3.49%	0.00%	3.49%	6.37%	9.86%	0.00%	9.86%
Subcontracting %	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Total %	3.44%	0.04%	3.49%	6.37%	9.86%	0.00%	9.86%

Gross Procurement	\$27,644,917
Net Procurement	\$24,216,617

TOTAL %	9.86%
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SureWest has established and maintains a subcontracting program for the purpose of encouraging its prime contractors to utilize WMBE subcontractors. Disabled Veterans are included in this program. SureWest will provide a current list of service disabled veterans suppliers to the prime contractor or provide the necessary information if they wish to obtain their own.

The subcontracting program serves as an enhancement to and not as a replacement for, our WMDVBE prime contractor outreach program.

SureWest abides by the guidelines in 6.3.2.1, 6.3.2.2 and 6.3.2.3 and has included them in its subcontracting section of its policy.

The subcontracting program at this time is not mandatory to the procurement of products manufactured for general consumption such as paper, pens, etc. or products and services in excluded categories.

Many of our prime contractors have subcontracting programs of their own, and report quarterly on the progress of finding subcontractors that have the required certifications.

CONTINUED

SureWest encourages, and will assist its prime contractors in developing plans to increase the utilization of WMDVBEs as subcontractors. Prime contractors will be encouraged to submit plans to the utility, that include goals for the utilization of WMDVBEs as subcontractors.

Although, at this time, our prime contractors have not set goals in percentages as the utility companies do, they do report dollar amounts awarded to WMDVBE subcontractors on any work done for SureWest.

SureWest continues to work with many of its prime suppliers and contractors regarding the importance of subcontracting to WMDVBE and the necessity to verify the legitimacy of the vendor and to also track the dollars spent in the subcontracting mode. We have supplied prime contractors with the pamphlets provided by the Clearinghouse and a copy of the General Order. We are aware of the delay in verifying WMBEs for both direct and subcontracting purchases, these delays are a result of various circumstances.

SureWest will continue to contact, the WMBE vendors both by letters and phone calls, to encourage them to take the time to fill out the VAP (Verification Application Package). SureWest is also encouraging the prime suppliers and/or contractors to contact the DGS or go on line for a current list of verified

Disabled Veterans not verified by the Clearinghouse at this time.

SureWest will provide its current copy of the above mentioned list if the prime supplier/contractor cannot find the time to request one.

SureWest has, at this time, not found it necessary to include a statement that subcontracting with WMDVBEs is a factor that will be considered in the bid evaluation process since we find most prime contractors have a very positive attitude towards utilizing WMDVBEs as subcontractors.

A list of WMDVBE complaints received during the past year, accompanied by a brief description of the nature of each complaint and its resolution or current status.

**SureWest DID NOT RECEIVE ANY COMPLAINTS FOR THE
YEAR 2011**

SureWest provides a mechanism through which WMDVBE contractors or prospective WMDVBE contractors can present complaints to the utility's management.

Complaints shall first be submitted to the WMDVBE Administrator within a reasonable time after the event complained of. WMDVBES will be encouraged to make their complaint in writing.

Complaints will be reviewed and investigated by the administrator and the administrator's decision will be communicated to the complainant within twenty (20) working days of receipt of the complaint.

In the event that a WMDVBE believes that SureWest WMDVBE Administrator's decision, or any other act or omission of the utility, violates any provision of law or of any order or rule of the Commission, the WMDVBE may file a complaint with the Commission pursuant to Public Utilities Code Section 1702 and Article 3 of the Commission's Rules of Practice and Procedures. In compliance with G.O.156, SureWest will answer such complaints within thirty (30) days.

A summary of purchases and/or contracts for products and services in excluded categories.

Description of Exclusion	
Total Exclusions	

Pursuant to Decision No. 03-11-024 issued in Rulemaking 03-02-035, SureWest does not report any exclusions.

A description of any efforts made to recruit WMDVBE suppliers of products or services in procurement categories where WMDVBE utilization has been low, such as legal and financial services, fuel procurement, and areas that are considered highly technical in nature.

SureWest continues to actively work on its External Outreach Program, along with many other company representatives, to inform and recruit WMDVBEs for procurement activities.

We at SureWest are prepared and willing, as the need arises, to work with contractors to enhance our relationships and define our qualification requirements, bid and contracting procedures, materials requirements, invoicing and payment schedules and other procurement practices and procedures.

SureWest has, and will continue, at the request of any unsuccessful vendor including and not limited to WMDVBE vendors, provide information concerning the relative range/ranking of their bid as contrasted with the successful bid. Information on additional selection criteria, such as warranty periods, maintenance cost and delivery capability, shall be provided when requested if disclosure would not violate the proprietary nature of the specific contract element.

SureWest will make reasonable efforts to provide WMDVBE contractors with lists of utility purchases/contracts which would offer them the best opportunity for success.

Products		Short-Term (2012)					Mid-Term (2015)					Long-Term (2017)				
		Minority		Minority Business Enterprise	Women Business Enterprise	Women, Minority Business Enterprise	Minority		Minority Business Enterprise	Women Business Enterprise	Women, Minority Business Enterprise	Minority		Minority Business Enterprise	Women Business Enterprise	Women, Minority Business Enterprise
		Men	Women	e	e	e	Men	Women	e	e	e	Men	Women	e	e	e
Building Construction	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Heavy Construction	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Construction, Special Trade	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Food/Kindred Products	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tobacco Products	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Textile Mill Products	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Apparel & Other Finished Prod	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Lumber/wood Products	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Furniture/Fixtures	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Paper & Allied Products	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Printing, Publishing	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chemicals & Allied Products	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Petroleum Refining	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Rubber & Misc. Plastics Products	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Leather/Leather Products	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stone/Clay/Glass/Concrete Products	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Metal Industries	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fabricated Metal Products	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Industrial & Commercial Machinery	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Electronic & Other Electrical Equip.	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Transportation Equip	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Measuring, Analyzing Instruments	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Misc. Mfg. Industries	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wholesale Trade Durable Goods	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Bldg. Materials	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
General Merchandise Stores	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Food Stores	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Automotive Dealers	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Apparel & Accessory Stores	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Home Furniture & Equip Stores	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Eating/Drinking Places	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Misc. Retail	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Subtotal	%	0.00%	0.00%	7.50%	2.50%	10.00%	0.00%	0.00%	7.50%	2.50%	10.00%	0.00%	0.00%	7.50%	2.50%	10.00%

Services	Short-Term (2012)						Mid-Term (2015)						Long-Term (2017)					
	Minority		Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Women, Minority Business Enterprise (WBE)		Minority		Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Women, Minority Business Enterprise (WBE)		Minority		Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Women, Minority Business Enterprise (WBE)	
	Men	Women					Men	Women					Men	Women				
Railroad Transportation	%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Local, Suburban Transit	%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Motor Freight	%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
USPS	%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Water Transportation	%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Transportation by Air	%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Pipelines, Except Natural Gas	%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Transportation Services	%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Communications	%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Elec., Gas, Sanitary Services	%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Wholesale Trade non durable goods	%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Depository Institutions	5	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Non-depository Credit Unions	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Security & Commodity Brokers	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Insurance Carriers	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Insurance Agents, Brokers	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Real Estate	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Holding & Other Investment Offices	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Hotels, Lodging	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Personal Services	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Business Services	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Automotive Repair	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Misc. Repair Services	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Motion Pictures	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Amusement & Recreation Services	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Health Services	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Legal Services	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Educational Services	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Social Services	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Museums, Art Galleries	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Membership Organizations	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Engineering, Accounting, Research,	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Private Households	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Misc. Services	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Executive, Legislative, Government	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Justice, Public Order & Safety	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Public Finance, Taxation & Monetary	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Administration of HR Programs	%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Administration of Environmental Pro	%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
National Security & International Affa	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Non-classifiable Establishments	&	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%	0.00%	
Subtotal	%	0.00%	0.00%	7.50%	2.50%	10.00%	0.00%	0.00%	7.50%	2.50%	10.00%	0.00%	0.00%	7.50%	2.50%	10.00%		
TOTAL		0.00%	0.00%	7.50%	2.50%	10.00%	0.00%	0.00%	7.50%	2.50%	10.00%	0.00%	0.00%	7.50%	2.50%	10.00%		
SDV					0.05%						1.00%					1.50%		

A description of our supplier diversity program plan for the next calendar year.

Program activities for SureWest for 2012 are planned to include:

- a) Contact and encourage vendors who have not renewed their clearinghouse status, to reapply.
- b) Continuous training for employees, to include Clearinghouse database (its revisions and results).
- c) Workshops with the Clearinghouse staff.
- d) Attend seminars and vendor fairs involved in WMDVBE outreach.
- e) Continue, through the Chambers of Commerce, and other business organizations, literature, advertising etc. to be aware of newly identified WMDVBE vendors in our geographical area.
- f) Participate with other Chambers of Commerce not in our area.
- g) Have available handouts containing summary of G.O.156.
- h) Monitor procurement policy regarding subcontracting to be included if needed.
- i) Continue participating in meetings with other regulated utilities to share ideas about the WMDVBE program.

ALL OF THE ABOVE INFORMATION WILL BE MADE AVAILABLE TO ALL EMPLOYEES WITH ANY PROCUREMENT RESPONSIBILITIES.

A description of WMDVBE program planned for the next calendar year.
External program activities.

SureWest will continue to interface and network with other organizations to identify WMDVBES for procurement opportunities, to provide an exchange of ideas to enhance our WMDVBE program.

Our Purchasing Staff will continue to meet with WMDVBE company representatives to discuss possible purchasing opportunities.

Our plan will include providing opportunities for procurement personnel to participate in external outreach activities such as tradeshow, meetings, conferences, and workshops

Identify and refer certified and qualified diverse suppliers to departments where diverse spending is low and to also share this information with prime suppliers.

Plans for recruiting WMDVBE suppliers of products or services where WMDVBE utilization has been low, such as financial and legal services, fuel procurement, and areas that are considered highly technical in nature.
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SureWest will continue to seek qualified WMDVBES for products and services where utilization has been low, through our outreach program, the Clearinghouse, vendor fairs, and whatever means we deem necessary.

Plans for seeking and/or recruiting WMDVBE suppliers of products or services in any "excluded category" of products or services which has been removed from the procurement dollar base used to set goals because of the established unavailability of WMDVBE suppliers.

SureWest has, since the beginning of the WMDVBE program, continued to seek out a number of qualified, verified suppliers for some of the products/services in our previous excluded category.

Many of the products/services in this category may require a specific design for particular or technical use, which may slow down the process of numerous vendors entering into these fields.

SureWest program administrator will participate in the procurement process of significant company contracts and will encourage bid procurement personnel to expand opportunities for WMDVBE vendors in the product/service categories in which they are available.

Plans for encouraging both prime contractors and grantees to engage WMDVBES in subcontracts in all categories which provide subcontracting opportunities.

SureWest will continue to encourage prime contractors to engage WMDVBES as subcontractors in all categories. As we have been satisfied with the cooperation we have received we will continue to encourage and monitor dollars spent with WMDVEs and hopefully locate WMDVBE prime contractors.

SureWest remains firmly committed to achieve the maximum practical utilization of WMDVBES and to strive to increase our annual results.

The award of any subcontracting is the sole direction of the prime.

Plans for complying with the WMDVBE program guidelines established by the Commission as required by Public Utilities Section 8283 (c). The Executive Director's Office will be responsible for developing, periodically refining, and recommending such guidelines for the Commission's adoption.

SureWest will continue to strive to comply with all guidelines required by GO 156.

SureWest Telephone

ATTORNEY TIME BILLED IN 2011			
LINE NO.			TOTAL (\$)
1	ALL MEN		\$341,577
2	MINORITY MEN	ASIAN PACIFIC M	\$6,635
3		BLACK M	\$0
4		HISPANIC M	\$3,202
5		NATIVE AMERICAN M	\$0
6		MULTI-ETHNIC M	\$0
7		TOTAL MINORITY MEN	\$9,837
8	ALL WOMEN		\$96,339.00
9	MINORITY WOMEN	ASIAN PACIFIC W	\$960
10		BLACK W	\$3,415
11		HISPANIC W	\$0
12		NATIVE AMERICAN W	\$0
13		MULTI-ETHNIC W	\$0
14		TOTAL MINORITY WOMEN	\$4,375
15	TOTAL MINORITY		\$14,212
16	NON-MINORITY WOMEN		\$91,964
17	SERVICE DISABLED VETERAN		\$0
18	TOTAL MINORITY, NON-MINORITY WOMEN & VETERANS		\$106,176

PARALEGAL TIME BILLED IN 2011			
LINE NO.			TOTAL (\$)
1	ALL MEN		\$0.00
2	MINORITY MEN	ASIAN PACIFIC M	
3		BLACK M	
4		HISPANIC M	
5		NATIVE AMERICAN M	
6		MULTI-ETHNIC M	
7		TOTAL MINORITY MEN	\$0
8	ALL WOMEN		\$10,575.00
9	MINORITY WOMEN	ASIAN PACIFIC W	\$8,962
10		BLACK W	\$1,188
11		HISPANIC W	
12		NATIVE AMERICAN W	
13		MULTI-ETHNIC W	
14		TOTAL MINORITY WOMEN	\$10,150
15	TOTAL MINORITY		\$10,150
16	NON-MINORITY WOMEN		\$425
17	SERVICE DISABLED VETERAN		\$0
18	TOTAL MINORITY, NON-MINORITY WOMEN & VETERANS		\$10,575

	Data on Number of Vendors							
	Revenue Reported to CHS				Utility-Specific 2010 Summary			
# MWDVBES	DVBE	MBE	WBE	Grand Total	DVBE	MBE	WBE	Grand Total
Under \$1 million	0	6	6	12	0	6	6	0
Under \$5 million	0	2	3	5	0	2	3	0
Under \$10 million	0	1	1	2	0	1	1	0
Above \$10 million	0	0	1	1	0	0	1	0
Total	0	9	11	20	0	9	11	0

	Revenue and Payment Data							
	Revenue Reported to CHS				Utility-Specific 2010 Summary			
MWDVBE \$M	DVBE	MBE	WBE	Grand Total	DVBE	MBE	WBE	Grand Total
Under \$1 million	\$0	\$844,028	\$1,044,259	\$1,888,287	\$0	\$844,028	\$1,044,259	\$1,888,287
Under \$5 million	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Under \$10 million	\$0	\$0	\$426,425	\$426,425	\$0	\$0	\$426,425	\$426,425
Above \$10 million	\$0	\$0	\$72,513	\$72,513	\$0	\$0	\$72,513	\$72,513
Total	\$0	\$844,028	\$1,543,197	\$2,387,225	\$0	\$844,028	\$1,543,197	\$2,387,225

The information provided above only contains the totals included in our 2011 WMDVBE Annual Report.